



DIGITAL MARKETING

Digital Marketing Training Program

From Fundamentals to Industry-Ready, Job-Focused Mastery

Two Career Tracks

TRACK 1 Core Training Program Duration: 3 Months Fee: ₹12,000/- ~~Fee: ₹18,000/-~~	TRACK 2 Training + Internship + Job Support Until Get a Job Duration: 6 Months Fee: ₹30,000/- ~~Fee: ₹40,000/-~~
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Empowering Careers in Digital Marketing

Track 1: Digital Marketing - Core Training

A focused, hands-on 3-month program that takes you from marketing fundamentals through SEO, social media, paid advertising, content, email and analytics. Designed for beginners, business owners, and working professionals who want practical, job-relevant digital marketing skills.

Program Snapshot

Duration 3 Months	Mode Live, Instructor-Led	Fee ₹12,000/-
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Month 1 — Foundations: Marketing, Website & SEO Basics

Topic	What you will learn
Digital Marketing Fundamentals	– Introduction to digital marketing & the marketing funnel – Traditional vs digital marketing; key channels overview – Buyer personas, customer journey & market research basics – Setting SMART marketing goals & KPIs
Website & WordPress Basics	– How websites work; domains & hosting – Building a basic website using WordPress – Landing page principles & conversion-friendly design – Introduction to Google Analytics & Google Search Console setup
Search Engine Optimization (SEO) - Basics	– How search engines work; on-page vs off-page SEO – Keyword research using free & paid tools – On-page SEO: titles, meta tags, headers, internal linking – Technical SEO basics: sitemaps, robots.txt, site speed
Content Marketing Basics	– Content strategy & content calendar planning – Blog writing & copywriting fundamentals – Visual content basics using Canva – Content distribution channels

Month 2 — Core Channels: Paid Ads, Social Media & Email

Topic	What you will learn
Search Engine Marketing (Google Ads)	– Google Ads account structure: campaigns, ad groups, ads – Search, Display & Shopping campaigns – Keyword match types, bidding strategies & Quality Score – Ad copywriting & A/B testing
Social Media Marketing	– Platform strategy: Facebook, Instagram, LinkedIn, X, YouTube – Organic content planning & community management – Meta Business Suite & page/profile optimization – Influencer marketing basics

Topic	What you will learn
Social Media Advertising	– Meta Ads Manager: campaign objectives & audience targeting – Ad formats: image, video, carousel & lead generation ads – Budgeting, bidding & pixel/tracking setup – Campaign analysis & optimization
Email & WhatsApp Marketing	– Building & segmenting an email list – Email campaign design using Mailchimp – Automation workflows & drip campaigns – WhatsApp Business basics for marketing

Month 3 — Advanced SEO, Analytics & Capstone Project

Topic	What you will learn
Advanced SEO & Off-Page Strategy	– Link building strategies & guest blogging – Local SEO & Google Business Profile optimization – SEO audits & competitor analysis – Voice search & mobile SEO trends
Web & Marketing Analytics	– Google Analytics 4 (GA4): reports, events & conversions – Setting up goals & conversion tracking – Google Tag Manager basics – Building marketing performance dashboards
E-commerce & Affiliate Marketing	– E-commerce marketing fundamentals (Amazon, Shopify basics) – Affiliate marketing models & platforms – Marketplace advertising overview – Conversion rate optimization (CRO) principles
Capstone Project	– End-to-end project: build a complete digital marketing plan & execute campaigns across SEO, social & paid ads for a sample brand – Project documentation and presentation – Q&A and doubt-clearing sessions

What's Included

- Live, instructor-led classes with hands-on labs
- Real-world projects & live campaigns in every module
- Recorded sessions for revision
- Study material, templates & practice exercises
- Course-completion certificate from HiTech Mentor

Track 2:

Digital Marketing

Training + Internship + 100% Job Support Until Get a Job

A complete 6-month career transformation program. Includes everything in the Core Training Program, plus advanced topics, real-client style internship campaigns, resume building, mock interviews, and continuous placement support — until you get the job.

Program Snapshot

Duration 6 Months	Mode Live Training + Internship	Fee ₹30,000/-
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Months 1 to 3 cover the complete Core Training curriculum (Digital Marketing Fundamentals, SEO, Website Basics, Google Ads, Social Media Marketing & Advertising, Email Marketing, Analytics, E-commerce) as detailed in Track 1. Below are Months 4 to 6 — the Advanced, Internship & Career phase.

Month 4 — Advanced Performance Marketing & Automation

Topic	What you will learn
Advanced Google Ads & Performance Marketing	– Performance Max & remarketing campaigns – Display & YouTube ad campaigns – Conversion tracking with Google Tag Manager – Budget scaling & ROAS optimization
Advanced Social Media & Influencer Strategy	– Multi-platform campaign planning (Meta, LinkedIn, YouTube) – Advanced audience segmentation & lookalike audiences – Influencer outreach & collaboration management – Social media reporting & ROI measurement
Marketing Automation & CRM	– Marketing automation tools & lead nurturing funnels – CRM basics for marketing teams (HubSpot fundamentals) – Lead scoring & sales-marketing alignment – Building multi-channel automated campaigns
Personal Branding & Online Reputation	– Personal branding strategy for professionals & founders – Online reputation management basics – LinkedIn content strategy & thought leadership – Crisis management for brand reputation

Month 5 — Internship: Real Campaign Implementation

Topic	What you will learn
Internship Kickoff — Real Campaign Assignment	– Assignment of a live-style brand/campaign simulating real client requirements – Working in sprints with task tracking (Trello/Asana) – Mentor reviews & feedback sessions – Daily/weekly stand-ups to build workplace habits
End-to-End Campaign Implementation	– Building a complete marketing strategy for the assigned brand – Running SEO, paid ad & social media campaigns – Implementing analytics tracking & performance reporting – Content creation & campaign asset development
Collaboration & Soft Skills	– Working with tools & teams in a real marketing environment – Documentation standards & campaign reporting – Communication and client-reporting practices used in agencies

Month 6 — Career Launch: Resume, Interviews & Job Support

Topic	What you will learn
Campaign Completion & Presentation	– Finalizing and reporting on the internship campaign – Preparing performance reports & case study documentation – Presenting results to mentors/panel for evaluation
Resume & Profile Building	– One-on-one resume building tailored for digital marketing roles – LinkedIn profile optimization – Portfolio setup to showcase campaigns & case studies
Interview Preparation	– Digital marketing interview question banks – Mock interviews with feedback – HR round preparation & behavioral interview coaching – Scenario-based & case-study problem-solving practice
Tools & Job Support	– Access to premium job-search tools and curated job alerts – Referrals and introductions to hiring partners (where available) – Continuous mock interviews and resume revisions as needed – 100% job support continues until you secure a placement

What's Included

- ✓ Everything in the 3-Month Core Training Program
- ✓ 3 additional months of advanced digital marketing modules
- ✓ Hands-on internship with a real-style brand/campaign
- ✓ Dedicated resume & LinkedIn profile building
- ✓ Unlimited mock interviews until placement
- ✓ Access to job-search tools and curated job alerts
- ✓ 100% Job Support — assistance continues until you are placed
- ✓ Internship completion certificate + Job-readiness certificate

Why Choose HiTech Mentor

- Industry-experienced trainers with real digital marketing project exposure
- 100% practical, hands-on, campaign-based learning approach
- Small batch sizes for personalized mentorship
- Flexible live sessions with recorded backup access
- Proven resume, interview & placement support framework

Enroll Today

Take the first step toward a rewarding career in Digital Marketing. Limited seats available per batch.

Website: www.hitechmentor.com